

WXYZ

Flight Dates 10/30/12-11/06/12

Order Sep 00:20:00

Product Estimate # 1536 Week 1

Contract / Revision 305719 / Citizens for Affordable Quality Hon Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

07/24/12 10/24/12 Billing Contact Order Type GENERAL

verticer Citizens for Affordable Quality Billing Cycle EOM/EOC

Advertiser Citizens for Affordable Quali 1322 G Street SE Billing Cycle EOW/EOC Billing Cycle Billin

Washington, DC 20003

Demographic A25-54

Agency New Media Firm

Buying Contact

Rev Codes

POL POL ISS

Buying Contact

Sales Office EWSDC Product Codes PL

1322 G Street SE Sales Region NAT Priority P-1

Washington, DC 20003 Agency Ref 2 Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Order Share % Market Value

Competing Station % of Order

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

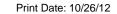
Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 November 2012
 116
 \$103,827.50
 \$122,150.00
 0.00
 10/29/12
 11/06/12
 116
 \$103,827.50
 \$122,150.00

Totals 116 \$103,827.50 \$122,150.00 0.00

											Tot	als
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 WXYZ	10/30/12	2 11/06/12	430 AM News	CM	430a-5a	11111	:30	5	\$150.00 P-4	0.00 NM	6	\$900.00
			7 Action News Th	is Morni								
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	9/12	11/04/12	- 1111	4	\$150.00	0.00						
Week: 11/0	5/12	11/11/12	11	2	\$150.00	0.00						
E 2 WXYZ	10/30/12	2 11/06/12	5am News M-F	CM	5-6am M-F	11111	:30	5	\$400.00 P-3	0.00 NM	6	\$2,400.00
			5am News M-F									
Start	Date_	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	9/12	11/04/12	- 1111	4	\$400.00	0.00						
Week: 11/0	5/12	11/11/12	11	2	\$400.00	0.00						
E 3 WXYZ	10/30/12	2 11/06/12	GMA M-F 7-9am	CM	7-9am M-F	22222	:30	10	\$900.00 P-3	0.00 NM	12	\$10,800.00



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WXYZ

Contract / Revision 305719 Flight Dates 10/30/12-11/06/12 **Hiatus Dates**

Original Date / Revision 07/24/12 10/24/12 Order Sep 00:20:00

										Tota	als
Ln Ch Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date	End Date	M-F 7-9am <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	- 2222 22	8	\$900.00 \$900.00	0.00						
E 4 WXYZ 11/03/		Action News SAT Action News SAT	6am CM	SAT 6-7am	S-	:30	1 \$2	250.00 P-4	0.00 NM	1	\$250.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week	Rate \$250.00	Rating 0.00						
E 5 WXYZ 11/03/	12 11/03/12	GMA SAT 7-8am GMA SAT 7-8am	СМ	SAT 7-8am	S-	:30	1 \$	350.00 P-4	0.00 NM	1	\$350.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 6 WXYZ 11/03/	12 11/03/12	Action News SAT Action News SAT		SAT 8-9am	S-	:30	1 \$	350.00 P-4	0.00 NM	1	\$350.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 7 WXYZ 11/04/	12 11/04/12	GMA SUN 7-8am GMA SUN 7-8am		SUN 7-8am	S	:30	1 \$	350.00 P-4	0.00 NM	1	\$350.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 8 WXYZ 11/04/	12 11/04/12	Action News SUN Action News SUN		Sun 8-930am	S	:30	1 \$	350.00 P-4	0.00 NM	1	\$350.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 9 WXYZ 10/30/	12 11/06/12	M-F 9a-10a M-F 9a-10a	СМ	9-10am M-F	22221	:30	9 \$	500.00 P-4	0.00 NM	10	\$5,000.00
<u>Start Date</u> Week: 10/29/12 Week: 11/05/12	End Date 11/04/12 11/11/12	Weekdays - 1221 22	Spots/Week 6 4	Rate \$500.00 \$500.00	Rating 0.00 0.00						
E 10 WXYZ 10/30/	12 11/05/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111	:30	5 \$	400.00 P-4	0.00 NM	5	\$2,000.00
<u>Start Date</u> Week: 10/29/12 Week: 11/05/12	End Date 11/04/12 11/11/12	<u>Weekdays</u> - 1111 1	Spots/Week 4 1	Rate \$400.00 \$400.00	Rating 0.00 0.00						
E11 WXYZ 10/30/	12 11/02/12	12p Noon News 12n-1p	CM	12-1pm M-F	- 1111	:30	4 \$	500.00 P-4	0.00 NM	4	\$2,000.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> - 1111	Spots/Week 4	<u>Rate</u> \$500.00	Rating 0.00						
E12 WXYZ 10/30/	12 11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111	:30	5 \$	900.00 P-3	0.00 NM	5	\$4,500.00
<u>Start Date</u> Week: 10/29/12 Week: 11/05/12	End Date 11/04/12 11/11/12	Weekdays - 1111 1	Spots/Week 4 1	Rate \$900.00 \$900.00	Rating 0.00 0.00						
E 13 WXYZ 10/30/		5p News 5-6pm M-F	СМ	5-6pm M-F	11111	:30	5 \$1,	000.00 P-4	0.00 NM	5	\$5,000.00
<u>Start Date</u> Week: 10/29/12 Week: 11/05/12	End Date 11/04/12 11/11/12	Weekdays - 1111 1		Rate \$1,000.00 \$1,000.00	Rating 0.00 0.00						
E 14 WXYZ 10/30/		6p News 6-630pm M-F	СМ	6-630pm M-F		:30	5 \$1,	200.00 P-3	0.00 NM	5	\$6,000.00
Week: Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> - 1111	Spots/Week 4	Rate \$1,200.00	Rating 0.00						



Contract / Revision

305719 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 07/24/12/ 10/24/12

<u>Order Sep</u> 00:20:00

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								Toto	lo.
Ln Ch Start Er	nd Inventory Code	Break	Start/End Tim	ie Days	Len Spots	Rate Pri	Rtg Type	Tota Spots	Amount
E14 WXYZ 10/30/12 11/	<u>-</u>	СМ	6-630pm M-F	11111	:30	5 \$1,200.00 P-3		5	\$6,000.00
<u>Start Date</u> <u>End</u> Week: 11/05/12 11/1	Date Weekdays 1/12 1	Spots/Week 1	Rate 51,200.00	Rating 0.00					
E 15 WXYZ 10/30/12 11/	05/12 7p News M-F 7-730p	СМ	7-730pm M-F	11111	:30	5 \$1,200.00 P-3	0.00 NM	5	\$6,000.00
<u>Start Date</u> <u>End</u> Week: 10/29/12 11/0 Week: 11/05/12 11/1	=		Rate 5 \$1,200.00 \$1,200.00	Rating 0.00 0.00					
E16 WXYZ 11/03/12 11/	03/12 Access Saturday Sat 7-8pm	СМ	7-8pm Sat	S-	:30	1 \$1,000.00 P-3	0.00 NM	1	\$1,000.00
Week: 10/29/12 11/0 <u>Spot Ch Date Range</u> 1 WXYZ 10/29/12-11/0 See MG 16.2	<u>Description</u> 4/12 Access Saturday	Star	Rate <u>§</u> \$1,000.00 t/End Time m Sat		/eekdays <u>L</u> Sa	<u>ength Rate</u> :30 (\$1,000.00)	Rtg Type 0.00 NM		
•	Y NEWS SA 7pm] 3/12 Early News Sa 7p (l s	Foll Sport:7pm	Sat		Sa	:30 \$1,000.00	0.00 NM		
E 17 WXYZ 11/04/12 11/	04/12 Early News Su Su 6-630p	СМ	6-630pm Sun	S	:30	1 \$750.00 P-4	0.00 NM	1	\$750.00
Week: 10/29/12 11/0		Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					
E18 WXYZ 10/31/12 11/	M-F 730-8pm		730-8pm M-F	1-1	:30 2	2 \$1,800.00 P-3	0.00 NM	2	\$3,600.00
Start Date End Week: 10/29/12 11/0	Date Weekdays 4/12 1 - 1	Spots/Week 2	\$1,800.00	Rating 0.00					
E19 WXYZ 10/30/12 11/	05/12 Late News M-Su 11pm Action New		11-1135pm M-	Sun 11- 1- 1-	:30 4	4 \$2,000.00 P-4	0.00 NM	4	\$8,000.00
Week: 10/29/12 11/0 <u>Spot Ch Date Range</u> 3 WXYZ 10/29/12-11/0 See MG 19.5		Star	Rate <u>F</u> \$2,000.00 t/End Time 135pm M-Su	_	/eekdays <u>L</u> Г- Th- Sa	<u>ength</u> <u>Rate</u> :30 (\$2,000.00)	Rtg Type 0.00 NM		
[news is at 1130p 5 NXYZ 11/03/12-11/0		11-1	135pm M-Su(11:	:30 PM-12:0C-	Sa	:30 \$2,000.00	0.00 NM		
Week: 11/05/12 11/1		1	\$2,000.00	0.00					
E 20 WXYZ 10/30/12 11/	05/12 M-F 1135p-1205 Nightline	a CM	1135pm-1205a	am N11111	:30	5 \$750.00 P-4	0.00 NM	3	\$4,500.00
Week: 10/29/12 11/0 <u>Spot Ch Date Range</u> 1 NXYZ 10/29/12-11/0 2 WXYZ 10/29/12-11/0 Credited 3 NXYZ 10/29/12-11/0 4 WXYZ 10/29/12-11/0	<u>Description</u> 4/12 M-F 1135p-1205a 4/12 M-F 1135p-1205a 4/12 M-F 1135p-1205a	1135 1135 1135	Rate \$750.00 t/End Time 5pm-1205am 5pm-1205am 5pm-1205am 5pm-1205am	=7 -1	/eekdays <u>L</u> TWThF TWThF TWThF	ength Rate :30 \$1,500.00 :30 (\$750.00) :30 \$1,500.00 :30 (\$750.00)	0.00 <i>NM</i> 0.00 NM		
Credited Week: 11/05/12 11/1	1/12 1	1	\$750.00	0.00					

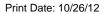




Contract / Revision 305719 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 10/24/12 <u>Order Sep</u> 00:20:00

								Tota	als_
Ln Ch Start End	Inventory Code		Start/End T	-	Len Spo		Rtg Type		Amount
E 20 WXYZ 10/30/12 11/05/	12 M-F 1135p-1205 Nightline	a CM	1135pm-120	05am N11111	:30	5 \$750.00 P-4	0.00 NM	3	\$4,500.00
Start Date End Da Week: 11/05/12 11/11/1		Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					
Spot Ch Date Range	Description	-	t/End Time		<u>Veekdays</u>	Length Rate	Rtg Type		
5 NXYZ 11/05/12-11/11/1	2 M-F 1135p-1205a	113	5pm-1205am		M	:30 \$1,500.00	0.00 NM		
E 21 WXYZ 10/30/12 11/05/	12 M-F 1205a-105a Jimmy Kimmel L		1205am-10	5am M-11111	:30	5 \$250.00 P-4	0.00 NM	5	\$1,250.00
Start Date End Da		Spots/Week		Rating					
Week: 10/29/12 11/04/1 Week: 11/05/12 11/11/1	_	4	\$250.00 \$250.00	0.00 0.00					
E 22 WXYZ 10/30/12 11/05/	_	СМ	106am-206a		:30	5 \$150.00 P-4	0.00 NM	5	\$750.00
Start Date End Da		Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/1	- 1111	4	\$150.00	0.00					
Week: 11/05/12 11/11/1		1	\$150.00	0.00		4 0050 00 5 4	0.00.104		# 050.00
E 23 WXYZ 11/03/12 11/03/	SA Greys		1130pm-123	30amS-	:30	1 \$250.00 P-4	0.00 NM	1	\$250.00
Start Date End Da Week: 10/29/12 11/04/1		Spots/Week 1	Rate \$250.00	Rating 0.00					
E 24 WXYZ 11/04/12 11/04/	12 Sports Update 11 SU 1130p-12a	130-12n©M	1130pm-12a	amS	:30	1 \$550.00 P-4	0.00 NM	1	\$550.00
Start Date End Da Week: 10/29/12 11/04/1		Spots/Week 1	Rate \$550.00	Rating 0.00					
E 25 WXYZ 11/05/12 11/05/	12 Monday Prime C Castle	СМ	10-11pm Mo	onday M	:30	1 \$5,000.00 P-3	0.00 NM	1	\$5,000.00
Start Date End Da Week: 11/05/12 11/11/1		Spots/Week	Rate \$5,000.00	Rating 0.00					
E 26 WXYZ 10/30/12 10/30/			· ·	iesday - T	:30	1 \$5,000.00 P-3	0.00 NM	1	\$5,000.00
Start Date End Da Week: 10/29/12 11/04/1		Spots/Week	Rate \$5,000.00	Rating 0.00					
E 27 WXYZ 11/01/12 11/01/				sdayT	:30	1 \$4,000.00 P-3	0.00 NM	1	\$4,000.00
Start Date End Da	Missing te Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/1		1		0.00					
E 28 WXYZ 11/02/12 11/02/	12 Friday Prime A Shark Tank	СМ	8-9pm Frida	yF	:30	1 \$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Date End Da		Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/1 <u>Spot</u> <u>Ch</u> <u>Date Range</u>	Description		\$2,000.00 t/End Time	0.00 V	Veekdays	Length Rate	Rtg Type		
1 WXYZ 10/29/12-11/04/1			m Friday		F				
See MG 28.2	(8.4.11)								
[8-9p is now Last Ma 2 NXYZ 10/29/12-11/04/1	<u>-</u>	0.0-	m Friday		F	:30 \$2,000.00	0.00 NIM		
® MG for 28.1 11/02	z i nuay Fillile A	o-9h	m Friday	-	Г	.50 \$2,000.00	U.UU INIVI		
E 29 WXYZ 11/03/12 11/03/	12 ABC Saturday Ni ABC's Saturday	-	SA 8pm-113	30pmS-	:30	1 \$3,000.00 P-3	0.00 NM	1	\$3,000.00
Start Date End Da	-	Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/1		1		0.00					
E30 WXYZ 11/04/12 11/04/	12	СМ	7-8pm Sund	layS	:30	1 \$3,000.00 P-3	0.00 NM	1	\$3,000.00









Contract / Revision 305719 Flight Dates 10/30/12-11/06/12 **Hiatus Dates**

Original Date / Revision 07/24/12 10/24/12 Order Sep 00:20:00

Auven	dioci Oit	126113 101	Allordable Qua	<u>r roadot</u> Oiti	26113 101 7	Allordabic &	Can	1330 110	CK I		
					a/=					Tota	
Ln (Ch Sta	irt End	Inventory Code Sunday Prime A		Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
			AFHV							_	
Wee	Start Dat ek: 10/29/12	_		Spots/Week 1	Rate \$3,000.00	Rating 0.00					
E31 W	VXYZ 11/0	4/12 11/04/ ⁻	12 Action News SUI Action News SUI		SUN 6-7am	1	S :30	1 \$250.00 P-4	0.00 NM	1	\$250.00
Wee	Start Dat ek: 10/29/12			Spots/Week	Rate \$250.00	Rating 0.00					
			12 M-F 11a-12n M-F 11a-12n	СМ		n M-F 11111-	- :30	5 \$750.00 P-4	0.00 NM	5	\$4,500.00
	Start Dat ek: 10/29/12 ek: 11/05/12	11/04/12	<u>Weekdays</u> - 1111	Spots/Week 4 1	Rate \$750.00 \$750.00	Rating 0.00 0.00					
Spot	Ch Date	Range	Description 2 M-F 11a-12n	Star	t/End Time m-12pm M-F		Weekdays M		Rtg Type 0.00 NM		
E33 W	VXYZ 11/0	3/12 11/03/	12 SA 1a-2a SA Unit	CM	1am-2am	S	- :30	1 \$175.00 P-3	0.00 NM	1	\$175.00
Wee	Start Dat ek: 10/29/12	_		Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00					
Spot 1	Ch Date WXYZ 10/2	Range 9/12-11/04/1	Description 2 SA 1a-2a		t/End Time -2am		Weekdays		Rtg Type 0.00 <i>NM</i>		
	See MG [invalid in										
2 /	-	-	2 SA 1230a-130a	1230	am-130am		Sa	- :30 \$175.00	0.00 NM	i	
E	MG for 3	3.1 11/03								1	
E34 W	VXYZ 11/0	4/12 11/04/ ⁻	12 SU 12a-1a SU 12a-1a	CM	12am-1am		S :30	1 \$250.00 P-4	0.00 NM	1	\$250.00
Wee	Start Dat ek: 10/29/12			Spots/Week 1	Rate \$250.00	Rating 0.00					
E35 W	VXYZ 10/3	1/12 10/31/	12 Wednesday Prim Middle/Suburgate		8-9pm Wed	Inesday W	- :30	1 \$4,500.00 P-3	0.00 NM	1	\$4,500.00
Wee	Start Dat ek: 10/29/12			Spots/Week 1	Rate \$4,500.00	Rating 0.00					
E36 W	VXYZ 10/3	0/12 11/06/	12 6am News M-F Action News 6an	CM n	6-7am M-F	11111	- :30	5 \$900.00 P-3	0.00 NM	6	\$5,400.00
	Start Dat ek: 10/29/12 ek: 11/05/12	11/04/12	- 1111	Spots/Week 4 2	Rate \$900.00 \$900.00	Rating 0.00 0.00					
		4/12 11/04/		CM	1am-2am		S :30	1 \$175.00 P-3	0.00 NM	1	\$175.00
Wee	Start Dat ek: 10/29/12		<u>e</u> <u>Weekdays</u>	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00					
		0/12 10/30/				esday - T	- :30	1 \$9,000.00 P-3	0.00 NM	1	\$9,000.00
Wee	Start Dat ek: 10/29/12		<u>Weekdays</u>	Spots/Week	Rate \$9,000.00	Rating 0.00					
			12 Friday Prime C 20/20	СМ	10-11pm Fr		- :30	1 \$4,000.00 P-3	0.00 NM	1	\$4,000.00
Wee	Start Dat ek: 10/29/12		<u>e</u> <u>Weekdays</u>	Spots/Week 1	Rate \$4,000.00	Rating 0.00					
		4/12 11/04/ ⁻		СМ	9-10pm Sui	nday	S :30	1 \$5,000.00 P-3	0.00 NM	1	\$5,000.00

WXYZ

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Contract / Revision 305719 Flight Dates 10/30/12-11/06/12 **Hiatus Dates**

Original Date / Revision 07/24/12/ 10/24/12 Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1536 Week 1

								Tota	als_
Ln Ch Start End	d Inventory Code	Break	Start/End Tim	e Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 40 WXYZ 11/04/12 11/0	4/12 Sunday Prime C	CM	9-10pm Sunda	yS	:30 1	\$5,000.00 P-3	0.00 NM	1	\$5,000.00
	Revenge							l	
Start Date End D	Date Weekdays	Spots/Week	Rate I	Rating				1	
Week: 10/29/12 11/04	/12S	1	\$5,000.00	0.00					

Totals 116\$122,150.00